

Duration: 30 minutes

Marks: 10

Q1. a) If $f(x) = ax+6$ and $f(1) = 11$, find a. (1)

b) The total cost function $C = 1000 - x - x^2$ where x is the number of units manufactured. Find the average cost. Also find the total cost when $x = 25$. (2)

Q2. a) Evaluate $\lim_{x \rightarrow 2} \frac{x^2 - 4}{x^2 - x - 2}$

(2)

. b) Check the continuity of $f(x)$ at $x = 2$

(2)

$$f(x) = \begin{cases} x^2 - x + 1 & 0 \leq x \leq 2 \\ 5x - 7 & 2 < x \leq 4 \end{cases}$$

Q3. Differentiate with respect to x (3)

a) $y = (3x - 4)(2x + 1)$

b) $y = \frac{x+3}{x-2}$

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B.Com. (Semester II) Intra Semester Assessment (ISA) test-I, January 2018
INTRODUCTION TO MARKETING

Duration: 30 minutes

Marks:10 marks

- 1) Explain the 'Place' concept. (2mks)
- 2) Explain what are 'Speciality' goods. (2mks)
- 3) Explain the 'Selling' marketing concept. (2mks)
- 4) Define 'Market' and 'Marketing' . (2mks)
- 5) What is 'Social' marketing concept. (2mks)

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COMPUTER APPLICATIONS-II(Generic Elective)

Duration: 30 minutes

Marks:7.5 marks

1. All the questions are Compulsory.
2. Draw diagrams wherever necessary.

Q. 1) Give full forms of the following. (1 mk)
i) NIC ii) MAN

Q. 2) Fill in the blanks: (1 ½)
i) _____ is a device which converts Digital Information to Analog signals and Analog signals back to Digital Information.
ii) _____ is used to trace the best route for information to travel.
iii) _____ fiber is used for longer transmission distances.

Q. 3) Answer **ANY TWO** of the following: (5 mks)
i) State and explain the advantages of Computer Networks.
ii) Give 5 points of differences between LAN and WAN.
iii) State and explain the different LAN topologies.
iv) What are the disadvantages of LANs?

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CUSTOMER RELATIONSHIP MANAGEMENT (Generic Elective)

Duration: 30 minutes

Marks: 10 marks

Q1. Answer the following. (any 5)

1. Differentiate between consumer behavior and organizational buying behaviour (any 2 points) (2 mks)
2. What do you mean by relationship marketing? Explain. (2 mks)
3. What do you mean by the customer sales/ service profile? Explain. (2 mks)
4. Explain business touchpoints. State the 7 key touchpoints. (2 mks)
5. What do you mean by: (2 mks)
 - a. Customer retention
 - b. Customer defection
6. Match the following. (2 mks)

a. Customer acquisition	i) buy goods for resale
b. Pyramid profile	ii) loyal customers
c. Word of mouth advertisement	iii) gaining new customers
d. Organizational buyers	iv) customer service/ sales profile

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B.Com. (Semester II) Intra Semester Assessment (ISA) test-I, January 2018
BANKING – II(Generic Elective)

Duration: 30 minutes

Marks:10 marks

Q. 1. Fill in the blanks:-

(2 marks)

1. The banks provide _____ to the customers who hire them on lease basis.
2. _____ is when bank agrees to pay the amount of money written on the cheque to the person the cheque is written to.
3. The right of set-off is also known as the right of _____.
4. Banker becomes _____ of the customer who has taken a loan from the banker.

Q. 2. Answer any four the following:-

1. Explain banker as an agent of the customer. (2 marks)
2. Explain banker's right to Lien. (2 marks)
3. Explain banker as a Debtor of the customer. (2 marks)
4. Write a short note on banker's obligation to protect customer secrecy. (2 marks)
5. Write a short note on banker's right to charge interest/commission. (2 marks)

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FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION

Duration: 30 minutes

Marks:10 mks

Q.1) Following are the items from Sansui Company Limited for the year ended 31st March 2017. You are required to prepare Profit & Loss Statement as per revised schedule VI of the Companies Act, 2013.

(10 mks)

Particulars	Amount (₹)	Particulars	Amount (₹)
Purchases	12,00,000	Sales	20,00,000
Sales return	40,000	Purchase return	25,000
Opening stock	3,00,000	Bank interest received	10,000
Debenture interest	1,000	Dividend received	4,000
Wages	40,000		
Employee bonus	2,00,000		
Salaries	75,000		
Audit fees	10,000		
Rent paid	30,000		
Insurance	1,00,000		
Director's fees	45,000		
Bad debts	25,000		

Other information-

1. Closing stock for the year was ₹ 3,25,000.
2. Depreciation on Plant is ₹ 18,000 and on Machinery is ₹ 5000.
3. One-month rent is outstanding for ₹ 2,500.
4. Provision for income tax is ₹ 8,000.

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OR

Q.1) Following are the items from Sony Company Limited for the year ended 31st March 2017. You are required to prepare Balance Sheet Statement as per revised schedule VI of the Companies Act, 2013.

Particulars	Amount (₹)	Particulars	Amount (₹)
Furniture	15,000	Share capital	4,00,000
Machinery	82,000	General reserves	23,000
Land	2,00,000	Profit & loss A/C	15,000
Building	63,000	10% Debentures	48,000
Goodwill	24,000	Creditors	45,000
Patents	12,000	Bills payable	10,000
12% Government bonds	80,000	Outstanding Rent	5,000
Debtors	52,000		
Cash at bank	6,000		

Other information-

1. Depreciate Furniture, Machinery and Land by 10%.
2. Written off Goodwill to the extent of ₹ 4,000.
3. Closing stock for the year was ₹ 45,700.

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B.Com. (Semester II) Intra Semester Assessment (ISA) test-I, January 2018

ENVIRONMENTAL STUDIES

Duration: 30 minutes

Marks:10 mks

Q1 (a) Fill in the blanks: -

(4)

- (i) _____ refers to presence of any solid, liquid or gaseous substances present in such a concentration as may be injurious to environment.
- (ii) Air pollution leads to _____ warming.
- (iii) _____ is a water-borne disease.
- (iv) _____ is a geologically-related disaster.

Q 1 (b) Write short notes, Any two: -

(3X2=6)

- (i) Causes, effects and remedial measures of air pollution. (any two points each)
- (ii) Causes, effects and remedial measures of noise pollution. (any two points each)
- (iii) Ways to dispose solid wastes
- (iv) Role of an individual in prevention of pollution

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F.Y. B.COM – MANAGERIAL ECONOMICS – SEMESTER II

INTRA SEMESTER ASSESSMENT I (ISA) JANUARY 2018

Maxi Marks (10)

Duration 30 Minutes

- Q.1 Explain the following pricing concepts (ANY THREE) (6)
- a) Full Cost Pricing
 - b) Penetration Pricing
 - c) Price Skimming
 - d) Loss Leader Pricing
 - e) Transfer pricing
 - f) Sealed bid pricing
- Q 2 Explain briefly Any two general considerations in pricing policy. (2)
- Q 3 Describe briefly Any two objectives of pricing policy. (2)
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